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## **GLENDALÉ GLITTERS SEASON SUCCESSFUL WITH NEARLY QUARTER OF A MILLION VISITORS**

**GLENDALÉ, Ariz.** – Glendale Glitters never fails to delight visitors from all across the Valley, with its sparkling lights and downtown attractions, and this year's events attracted nearly a quarter of a million people for the six-week event period.

Glendale Glitters Spectacular, the opening weekend kickoff for the annual holiday light display, attracted 75,000 people. In addition, the December holiday weekend events held between Nov. 30 and Dec. 14 collectively brought out almost 80,000 people, which equals more than 25,000 visitors each weekend. The grand finale, Glendale's Glitter & Glow Block Party, still drew 75,000 people in that single evening, despite record-low temperatures.

Many merchants in Historic Downtown Glendale enjoy increased exposure during this holiday lighting season. Shelley Mazzeo, owner of Lulu's Boutique said, "I don't know if we could survive the summers in the boutique without the business Glendale Glitters brings to us. We've found meeting people during the event helps us with our repeat business later. The Glitter & Glow Block Party is very exciting and it brings something very special to downtown Glendale. These events keep our historic town alive!"

Research shows that at least 50% of visitors return to downtown Glendale within 12 months of attending a festival, and that a large majority of visitors, more than 70 percent, were from cities outside Glendale.

~ more ~

## Glitters Season Recap

### Add 1.1.1

Valley residents and out-of-town visitors can continue to enjoy the lineup of events in downtown with the 18<sup>th</sup> annual Glendale Chocolate Affaire Feb. 8-10. More than thirty chocolate confectioners will fill Murphy Park with sweet treats and tours of Glendale's most famous chocolatier, Cerreta's, will be available.

For more information on Glendale's festivals, call the Special Events hotline at 623-930-2299, or visit [www.glendaleaz.com/events](http://www.glendaleaz.com/events). For more information on shopping and dining in Historic Downtown Glendale, contact the Glendale Visitor Center at 623-930-4500.

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